



# UNITED STATES OF AMERICA MEDIA LANDSCAPE

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# Country Overview

USA HAS THE HIGHEST NUMBER OF ULTRA HIGH NET WORTH INDIVIDUALS IN THE WORLD

## Overview of United States



CAPITAL

**Washington, DC**

REGION

**North America**

GDP PER CAPITA, PPP

**\$65,298**

GDP

**\$21.4 trillion**

POPULATION

**328,239,523**

AREA

**9,833,517 SQ.KM**

The American colonies declared independence from the British Empire in 1776 and were recognized as a new nation in 1783

The U.S. economy is the world's largest in terms of gross domestic product, and the most technologically powerful.

The U.S. is culturally and racially diverse and was shaped by large waves of immigration from Europe and beyond.

# Media Consumption Overview

TELEVISION IS THE MOST CONSUMED TRADITIONAL MEDIA BY AMERICANS

## Average Time Spent with Media in the US, by Media, 2019-2023

hrs:mins per day among population

	2019	2020	2021	2022	2023
<b>Digital</b>	<b>6:49</b>	<b>7:50</b>	<b>7:59</b>	<b>8:09</b>	<b>8:20</b>
— Mobile (nonvoice)	3:45	4:16	4:23	4:29	4:35
— Audio	1:07	1:10	1:16	1:19	1:22
— Social networks	0:52	1:03	1:03	1:03	1:04
— Video*	0:42	0:49	0:51	0:53	0:55
— Other	1:05	1:15	1:13	1:14	1:14
— Desktop/laptop**	1:54	2:03	1:59	1:56	1:56
— Video*	0:23	0:26	0:26	0:25	0:25
— Audio	0:16	0:20	0:20	0:20	0:20
— Social networks	0:07	0:07	0:07	0:06	0:06
— Other	1:08	1:09	1:06	1:04	1:04
— Other connected devices	1:10	1:30	1:38	1:44	1:49
<b>Traditional media</b>	<b>5:33</b>	<b>5:31</b>	<b>5:13</b>	<b>4:57</b>	<b>4:45</b>
— TV***	3:27	3:33	3:17	3:02	2:51
— Radio***	1:35	1:28	1:26	1:26	1:25
— Print***	0:19	0:19	0:19	0:18	0:17
— Newspapers	0:10	0:10	0:10	0:10	0:09
— Magazines	0:09	0:09	0:08	0:08	0:08
— Other traditional media	0:12	0:11	0:11	0:11	0:11
<b>Total</b>	<b>12:23</b>	<b>13:21</b>	<b>13:12</b>	<b>13:06</b>	<b>13:05</b>

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; \*excludes time spent with video via social networks; \*\*includes all internet activities on desktop and laptop computers; \*\*\*excludes digital

Source: eMarketer, April 2021



Digital commands the largest share of time spent with smartphones leading.



Widely consumed traditional medium.



One of the world's most technologically-literate population.

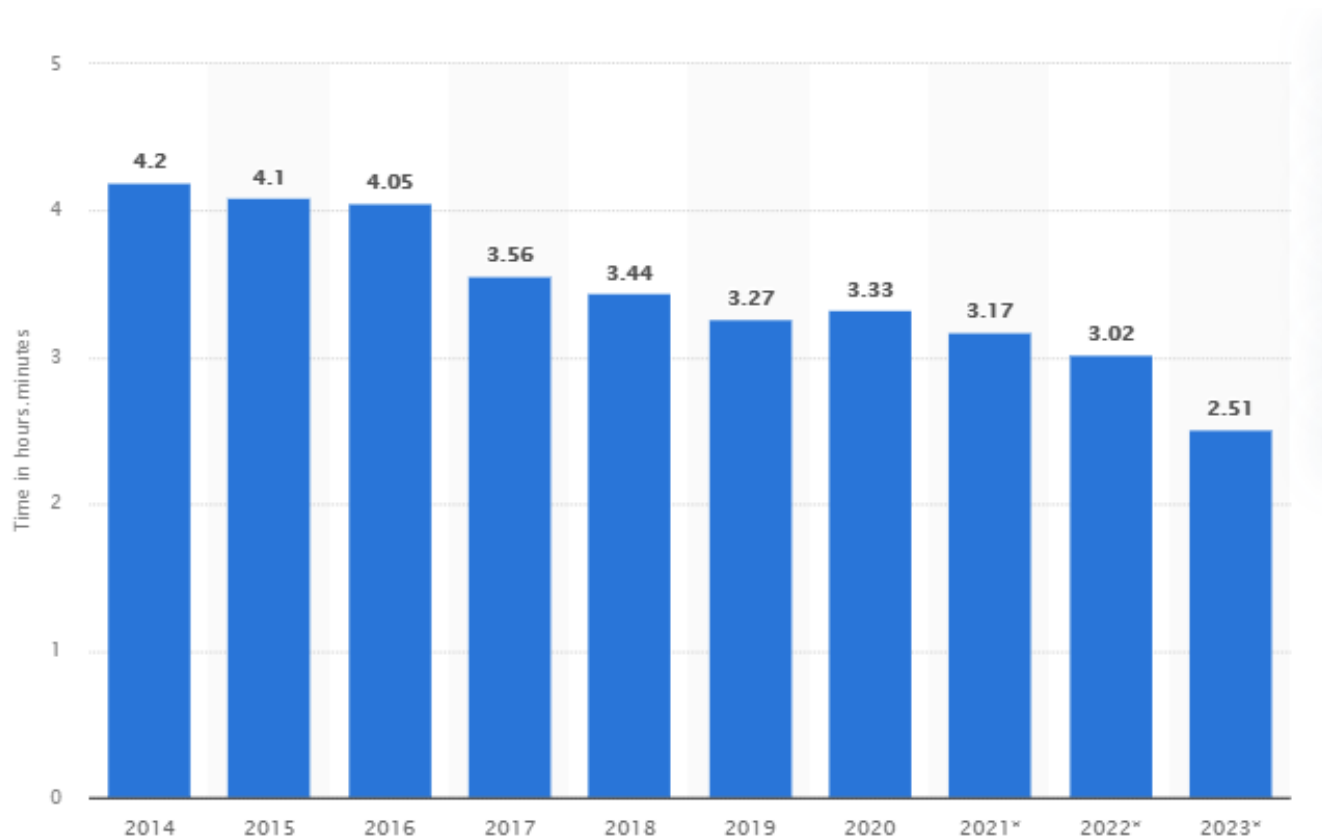


Print has a loyal readership.

# TV Consumption

AMERICANS SPENT 3 HOURS 33 MINUTES WATCHING TV IN 2020 ON A DAILY BASIS

## Average daily time spent watching TV in the United States from 2014 to 2023 (in hours. minutes)

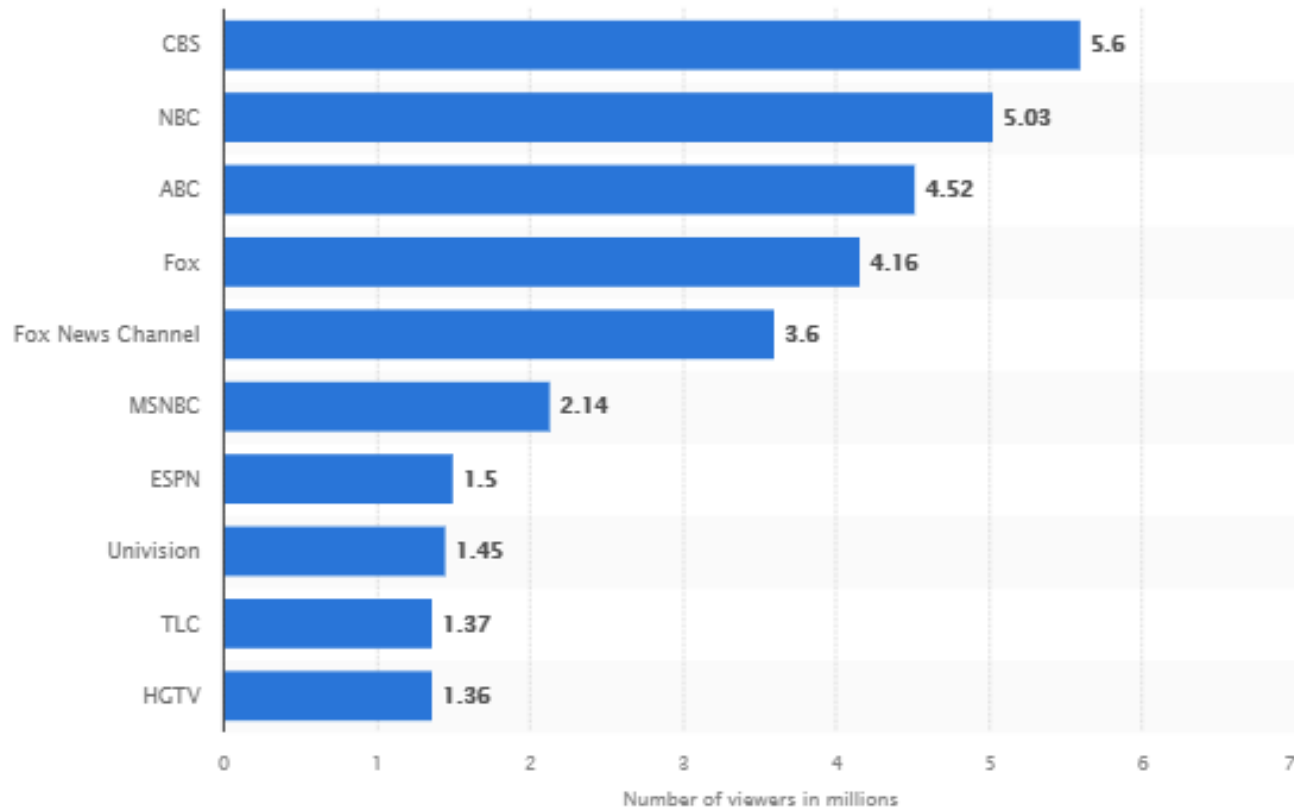


- Time spent watching TV has generally fallen since 2014. The only exception to this trend is the year 2020, when consumption increased due to coronavirus outbreak.
- Television remains a common place for Americans to get their news, with local TV on par with or outpacing cable and network TV.
- Network and cable TV holds strong, accounting for 64% of time spent.

# TV Consumption

## TOP TV NETWORKS

**Leading networks in the United States in 2020, by average number of viewers (in millions)**



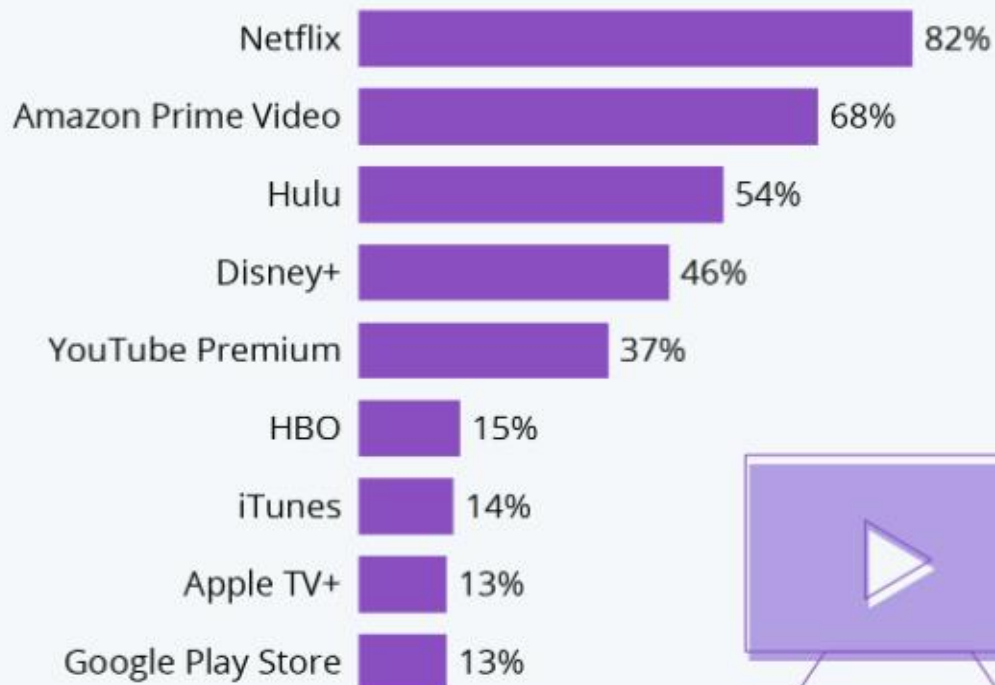
- In 2020, the leading ad supported network in the United States was CBS, with 5.6 million average viewers throughout the year.
- NBC and ABC ranked in second and third, amounting to around 5 and 4.5 million average viewers, respectively.

# TV Consumption

NETWORK AND CABLE TELEVISION STILL HOLDS GROUND BUT STREAMING IS GAINING STEAM

## Where Americans Get Their Stream On

Share of U.S. respondents who paid to use the following video-on-demand services in the last 12 months



- Network and cable TV still hold strong, accounting for 64% of time spent.
- Streaming accounts for 26% of all time spent on TV, according to new data from Nielsen.
- Revenue in the Video Streaming (SVoD) segment is projected to reach US\$32,082m in 2021.

# Print Consumption

MAGAZINES ARE MORE SUCCESSFUL THAN NEWSPAPER DUE TO THE FREE ONLINE NEWS CONTENT

REVENUE OF THE U.S. NEWSPAPER PUBLISHING INDUSTRY

26.46bn USD

REVENUE OF THE MAGAZINE PUBLISHING INDUSTRY 2018

30.67bn USD

REVENUE OF PERIODICAL PUBLISHERS 2019

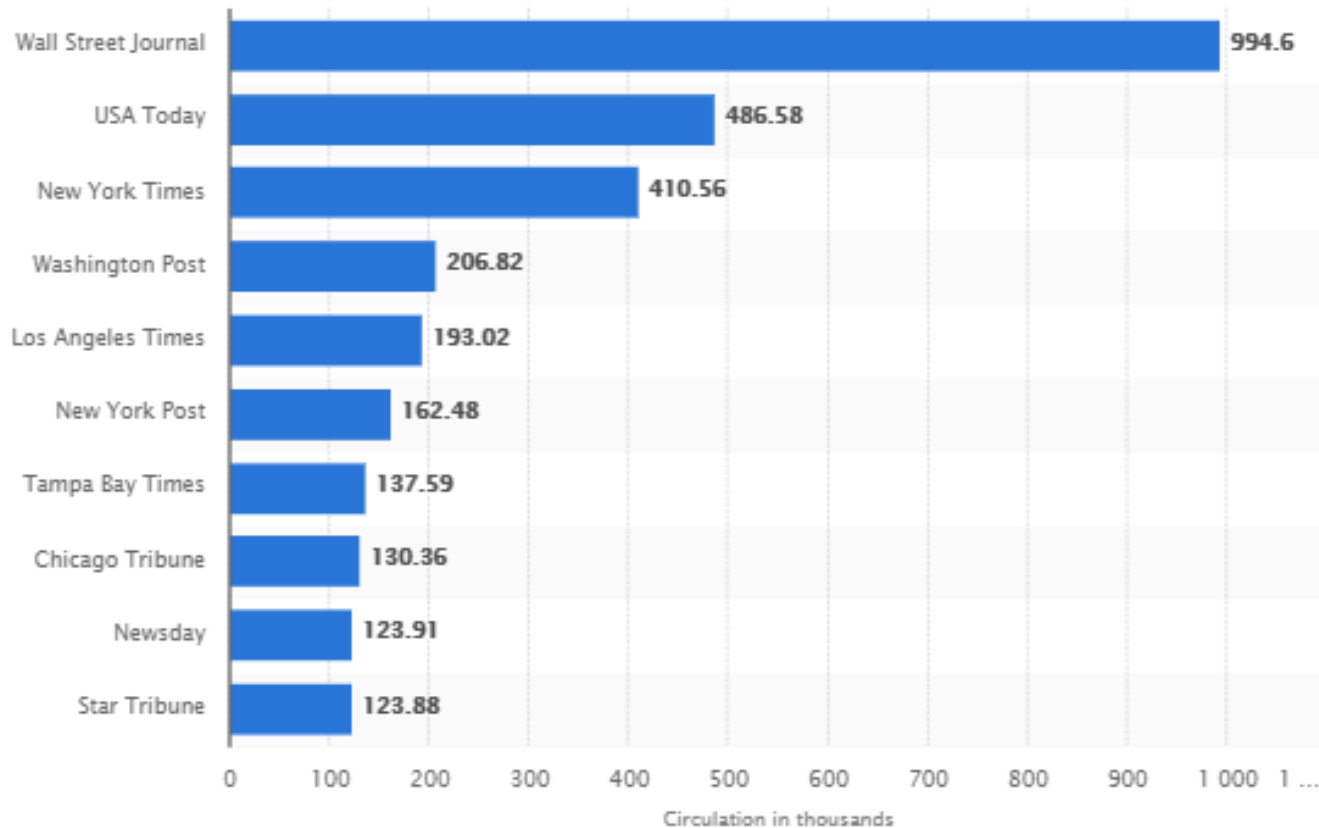
26.16bn USD

- Despite lockdown, newspaper subscription numbers are heavily leaning toward print. This is especially true for decision makers, industry specialist and people looking for genuine and authentic news. 72% of them are more likely to choose print than digital.
- Adults aged 18–34 like both formats equally.

# Print Consumption

## TOP NEWSPAPERS

**Average weekday print circulation of selected newspapers in the 1st quarter 2020**



- The Wall Street Journal ranked 1<sup>st</sup>, with an average weekday print circulation of 9,946,000.
- Ranking second USA Today, followed by The New York Times are way behind WSJ, with half the number of copies in circulation.

# Print Consumption

## TOP NEWSPAPERS



### **The Wall Street Journal** **Average Issue Circulation: 810,058** **Type: Daily Newspaper**

The Wall Street Journal includes coverage of U.S. and world news, politics, arts, culture, lifestyle, sports, health and more. Winner of 37 Pulitzer Prizes for outstanding journalism, it is a critical resource of curated content in print and digital platforms. Since 1889, readers have trusted the Journal for accurate, objective information to fuel their decisions as well as enlighten, educate and inspire them.



### **The Economist** **Average Issue Circulation (N.America): 920,585** **Type: Weekly newspaper in magazine format**

The Economist is a British weekly magazine owned by the Economist Group. It was launched in 1843 by James Wilson. Weekly issues provide analysis on the most important news shaping business, science and technology, politics, and culture.

It is read by highly educated readers, influential executives and policy-makers. The magazine reaches out to a community that is affluent, demanding and eager for new ideas and opportunities.

# Radio Consumption

MORE THAN 244.5 MILLION AMERICAN ADULTS LISTEN TO THE RADIO EACH MONTH

NUMBER OF COMMERCIAL RADIO STATIONS

15,445

ESTIMATED REVENUE OF U.S. RADIO BROADCASTERS

21.59bn USD

ESTIMATED EXPENSES OF U.S. RADIO BROADCASTERS

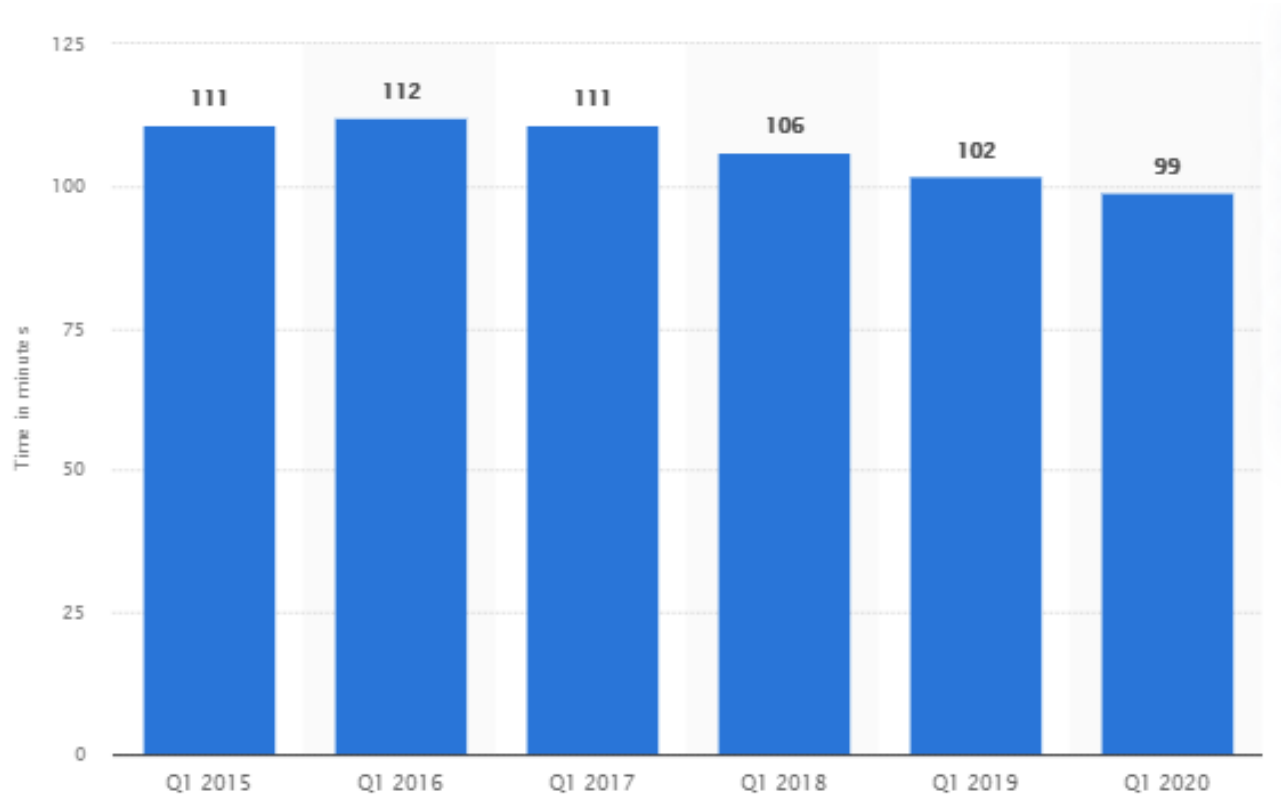
19.33bn USD

- Radio is one of the most powerful mediums in the United States, with a weekly reach of around 82.5 percent among adults (2021).
- 'Country' is by far the most popular format, with 2,200 individual stations broadcasting music from this genre.
- Audiences are becoming more diverse with more than 45 million Hispanic listeners and more than 35 million Black listeners a month.

# Radio Consumption

LOCAL PUBLIC RADIO STATIONS ALSO THRIVE IN THE US MARKET

**Average daily time spent listening to the radio per adult in the United States (in minutes)**



- In the first quarter of 2020, the average U.S. consumer spent 1 hour and 39 minutes listening to radio everyday.
- News/talk/information stations are one of the most popular broadcast radio formats, with a 12% share of listeners among the age 12-and-up.

# Radio Consumption

## TOP RADIO STATIONS



**WTOP**

**Frequency: 103.5FM**

WTOP a commercial all-news radio station licensed to serve Washington, D.C. Owned by Hubbard Broadcasting.



**KIIS-FM**

**Frequency: 102.7 FM**

KIIS-FM is a commercial radio station which is licensed to Los Angeles, California. The station airs a contemporary hit radio (CHR) or "top 40" format.



**KBIG-FM**

**Frequency: 104.3 FM**

KBIG is a commercial radio station that is licensed to Los Angeles, California. The station is owned by iHeartMedia and broadcasts a hot adult contemporary format heavy on music from the 1990s to the present day.



**WLTW-FM**

**Frequency: 106.7 FM**

WLTW is an adult contemporary radio station licensed to New York City.

# Digital Consumption

THE NUMBER OF INTERNET USERS IN THE US INCREASED BY 3.7% BETWEEN 2020 AND 2021



# Digital Consumption

AMERICANS SPEND MOST OF THEIR TIME ON YOUTUBE PER VISIT

JAN  
2021

## TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB

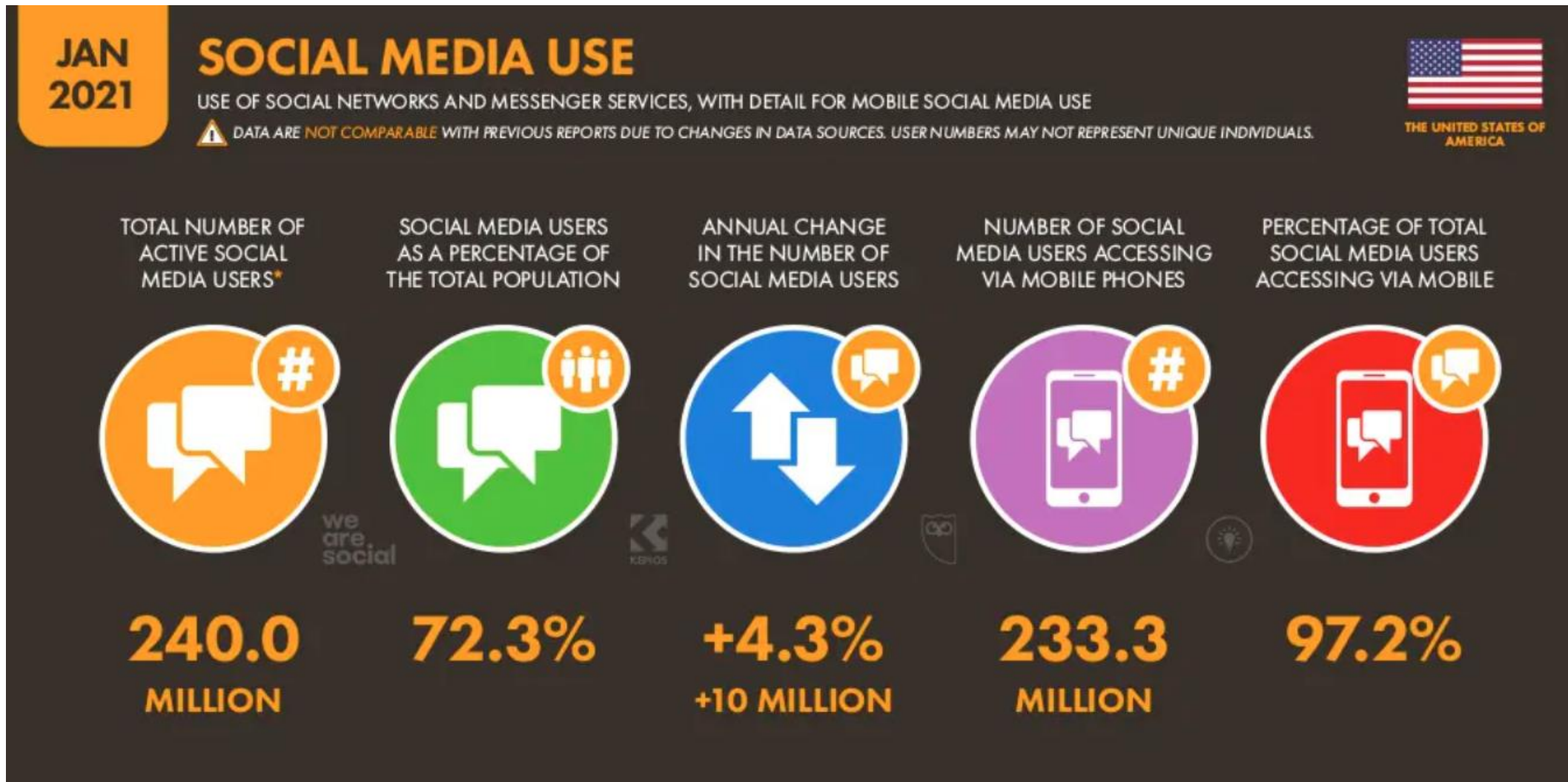


#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	20.3B	448M	13M 24S	9.2
02	YOUTUBE.COM	6.87B	300M	21M 54S	11.0
03	FACEBOOK.COM	4.52B	308M	10M 38S	7.8
04	AMAZON.COM	2.48B	300M	8M 16S	10.6
05	YAHOO.COM	2.01B	194M	8M 42S	6.2
06	TWITTER.COM	1.58B	197M	11M 23S	12.3
07	WIKIPEDIA.ORG	1.30B	215M	4M 08S	3.3
08	INSTAGRAM.COM	1.03B	188M	6M 30S	9.2
09	PORNHUB.COM	902M	96.0M	8M 45S	6.6
10	REDDIT.COM	877M	102M	10M 04S	6.7

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	EBAY.COM	768M	156M	7M 52S	8.0
12	DISCORD.COM	725M	296M	3M 23S	7.7
13	XVIDEOS.COM	722M	81.1M	12M 08S	8.2
14	NETFLIX.COM	682M	70.0M	9M 26S	4.0
15	ZOOM.US	642M	99.9M	3M 44S	3.2
16	XNXX.COM	640M	69.5M	14M 21S	10.6
17	WALMART.COM	583M	194M	4M 44S	5.2
18	CNN.COM	550M	102M	4M 14S	2.1
19	USPS.COM	512M	114M	2M 48S	2.6
20	OFFICE.COM	491M	35.6M	9M 48S	7.8

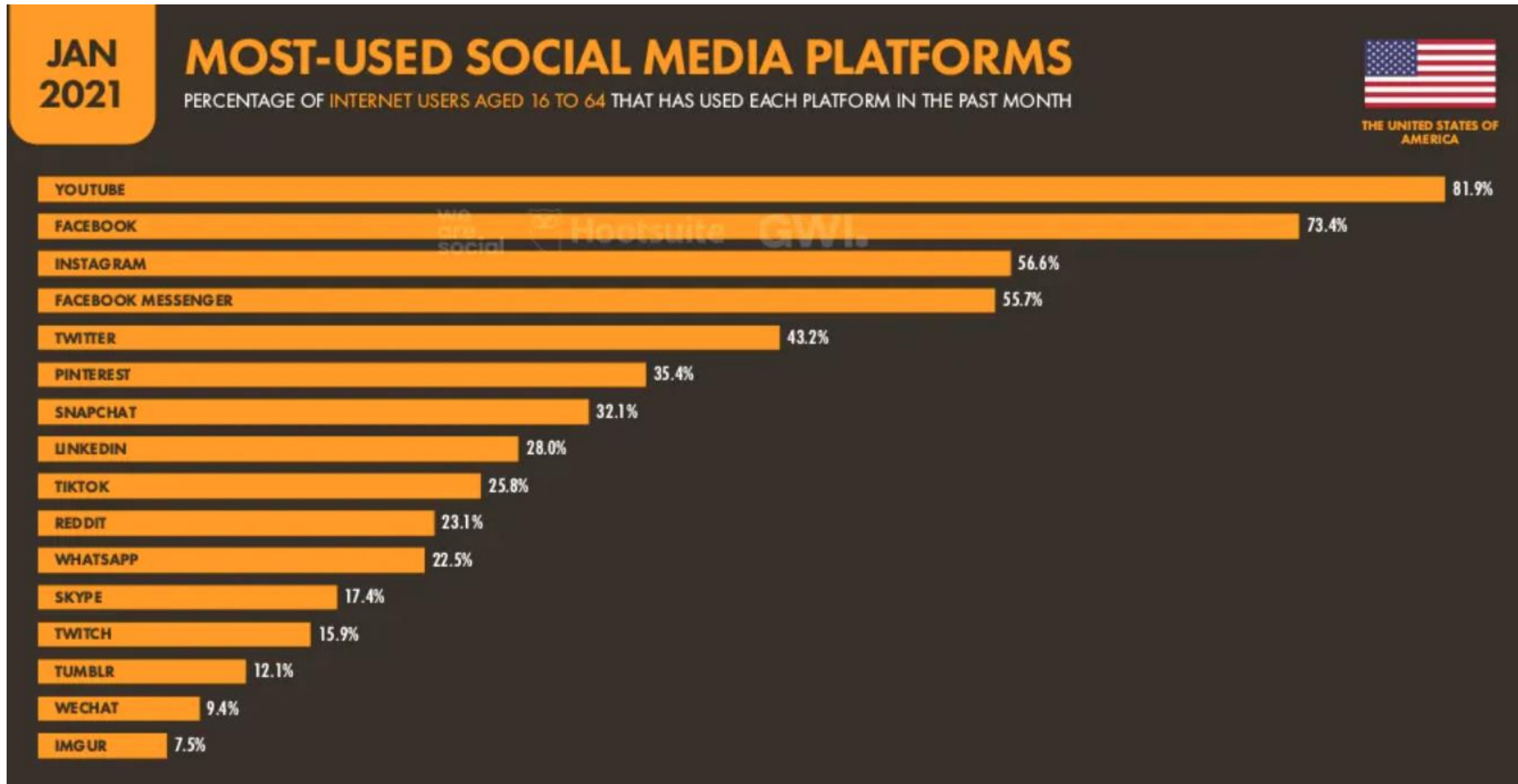
# Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN THE US INCREASED BY 4.3% BETWEEN 2020 AND 2021



# Digital Consumption

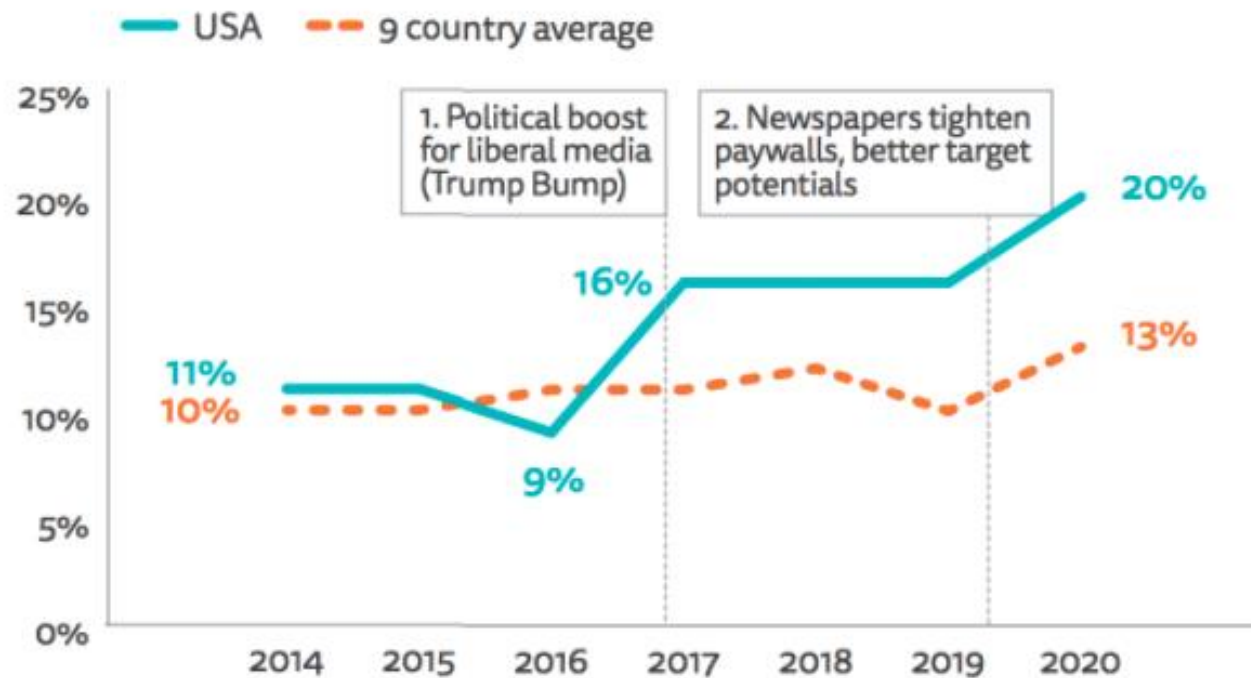
YOUTUBE, FOLLOWED BY FACEBOOK WERE THE MOST CONSUMED SOCIAL MEDIA PLATFORMS



# Digital Consumption

THE PERCENTAGE OF PEOPLE PAYING FOR NEWS ONLINE CONTINUES TO INCREASE

PROPORTION THAT PAID FOR ANY ONLINE NEWS IN LAST YEAR (2014–20) – SELECTED COUNTRIES



- Even though popular print media titles have a solid ground and loyal readership, their digital recently witnessed a rapid increase in subscription.
- In the US, 30% subscribe to one or more local titles.
- Around half of those that subscribe to any online or combined package in the United States use The Wall Street Journal, The Economist and Business Insider.

# Digital Consumption

## TOP ONLINE NEWS PLATFORMS

### The Wall Street Journal

Total unique visitors 67.5 Million  
Average visit duration: 00:02:21

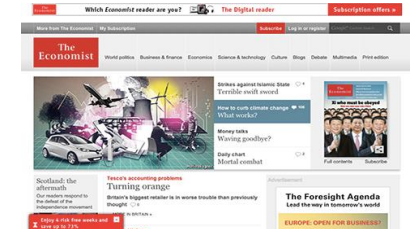
The Wall Street Journal covers U.S and world news, politics, arts and culture, sports, health and lifestyle. Its print and digital mediums have a worldwide reach.



### The Economist

Total unique global visitors: 17.95 Million  
Average visit duration: 00:02:14

The Economist publishes news on worldwide business, politics and culture. The magazine reaches out to an affluent community through print and digital media.



### Insider

Total unique global visitors: 75 Million  
Average Time Spent: 00:1:14

Insider is a business site with deep financial, tech, entertainment, media and digital industry verticals. BI is also one of the fastest-growing digital media companies through 9 editions of Business Insider and its newest publication, Tech Insider.



# Outdoor Sites

NASDAQ + THOMAS REUTERS



City: New York

Format: Digital,  
illuminated

Size: 17,575 SF

No. Of Screens:  
1 NASDAQ  
1 Thomas Reuters

# Outdoor Sites

## ONE TIMES SQUARE



City: New York

Format: Digital

Size: 200ft H x 36ft W

No. Of Screens: 1

# Outdoor Sites

## GODZILLA SITE



City: New York

Format: Digital

Size: 200ft H x 36ft W

No. Of Screens: 1

# Outdoor Sites

1560 BROADWAY ES 75FT N/O 46TH ST F/W



City: New York

Format: Digital

Size: 31' x 55'

No. Of Screens: 1

# Outdoor Sites

## RESORT'S WORLD LAS VEGAS – WEST TOWER DIGITAL WALL



City: Las Vegas

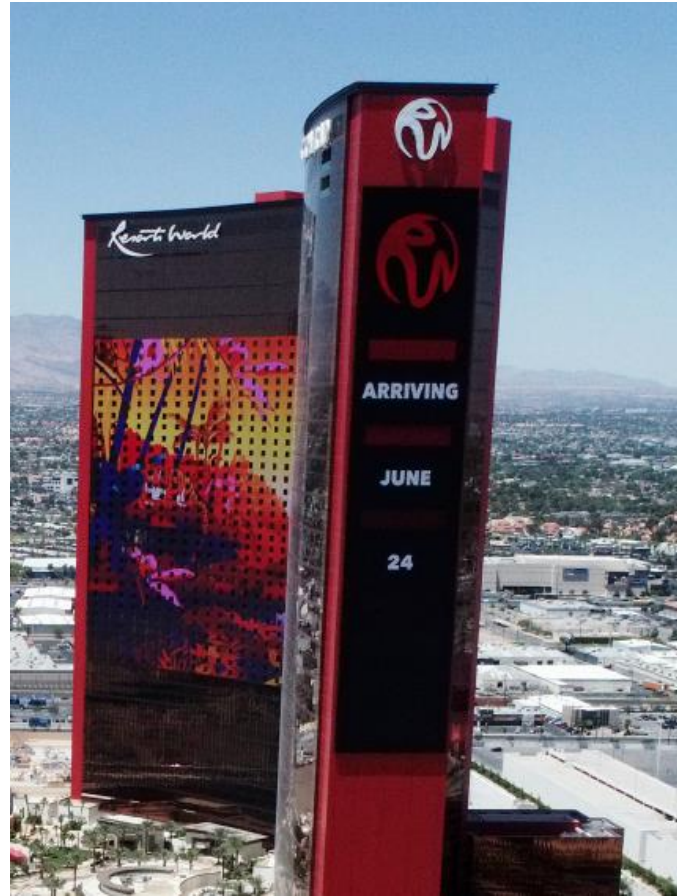
Format: Digital

Size: 340W x 294H

No. Of Screens: 1

# Outdoor Sites

## RESORT'S WORLD LAS VEGAS – EAST TOWER DIGITAL WALL



City: Las Vegas

Format: Digital

Size: 64W x 300H

No. Of Screens: 1

# Outdoor Sites

## RESORT'S WORLD LAS VEGAS – ZOUK DIGITAL WALL



City: Las Vegas

Format: Digital

Size: 156W x 64H

No. Of Screens: 1

# Let's Discuss

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